

WHAT IS CLAIMED IS:

1. A process for reducing the cold flow of a polymer having repeating units derived from at least one C<sub>4</sub> to C<sub>7</sub> isomonoolefin monomer, at least one C<sub>4</sub>  
5 to C<sub>14</sub> multiolefin monomer and optionally further monomers comprising the step of admixing a C<sub>4</sub> to C<sub>7</sub> isomonoolefin monomer and at least one C<sub>4</sub> to C<sub>14</sub> multiolefin monomer and optionally further monomers in the presence of a catalyst system and optionally an organic nitro compound, wherein the amount of repeating units derived from at least one multiolefin  
10 monomer in the polymer is more than 2.0 mol%.
  2. A method according to Claim 1, wherein in the amount of repeating units derived from the multiolefin monomer(s) in the polymer more than 2.5 mol%.  
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  3. A method according to Claim 1, wherein the polymer is halogenated.
  4. The method according to Claim 1 wherein the C<sub>4</sub> to C<sub>7</sub> monoolefin is selected from the group consisting of isobutylene, 2-methyl-1-butene, 3-methyl-1-butene, 2-methyl-2-butene, 4-methyl-1-pentene and mixtures thereof.  
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  5. The method according to Claim 1, wherein the C<sub>4</sub> to C<sub>14</sub> multiolefin monomer(s) is selected from the group consisting of isoprene, butadiene, 2-methylbutadiene, 2,4-dimethylbutadiene, piperyline, 3-methyl-1,3-pentadiene, 2,4-hexadiene, 2-neopentylbutadiene, 2-methyl-1,5-hexadiene, 2,5-dimethyl-2,4-hexadiene, 2-methyl-1,4-pentadiene, 2-methyl-1,6-heptadiene, cyclopenta-diene, methylcyclopentadiene, cyclohexadiene, 1-vinyl-cyclohexadiene or mixtures thereof.  
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  6. The method according to Claim 5, wherein the C<sub>4</sub> to C<sub>14</sub> multiolefin monomer(s) is isoprene.  
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7. The method according to Claim 1, wherein the catalyst comprises a dialkylaluminum halide, a monoalkylaluminum dihalide and at least one of a member selected from the group consisting of water, aluminoxane and mixtures thereof.

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8. The method according to Claim 1, wherein the optional further monomer is selected from the group consisting of p-methylstyrene, styrene,  $\alpha$ -methylstyrene, p-chlorostyrene, p-methoxystyrene, indene, indene derivatives and mixtures thereof.